

**SKILLS FRAMEWORK FOR RETAIL
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

TSC Category	Public Relations					
TSC	Mass Communications Management					
TSC Description	Establish and maintain effective internal and external communication channels to ensure timely dissemination of information to stakeholders					
TSC Proficiency Description	Level 1	Level 2 RET-PRE-2002-1.1	Level 3 RET-PRE-3002-1.1	Level 4 RET-PRE-4002-1.1	Level 5 RET-PRE-5002-1.1	Level 6
		Disseminate information to relevant parties and stakeholders according to established mass communications strategies	Maintain mass communications channels and effective internal and external dissemination of mass communication	Evaluate and revise mass communications strategies where necessary to maintain effectiveness and guide employees within the organisation to adapt communication strategies to suit a range of contexts	Establish clear mass communication pathways to ensure all parties and stakeholders involved are informed of relevant information	
Knowledge		<ul style="list-style-type: none"> Target audience of mass communications Mass communications tools Data collection methods for mass communications effectiveness evaluation Mass communications trends 	<ul style="list-style-type: none"> Target audience of mass communications Mass communications tools Expected outcomes of mass communications Considerations when interacting with media in mass communications Legal, regulatory, ethical and socio-cultural considerations related to mass communications plans 	<ul style="list-style-type: none"> Mass communications strategies Target audience of mass communications Critical success factors of mass communications Trends of mass communications campaigns Activities to improve or maintain organisational and/or product images Mass communications tools Expected outcomes of mass communications Considerations when interacting with media in mass communications Legal, regulatory, ethical and socio-cultural considerations related to mass communications plans 	<ul style="list-style-type: none"> Brand management and marketing communications strategies Factors to consider when identifying mass communication needs Trends of mass communications campaigns Target audience of mass communications Critical success factors of mass communications Expected outcomes of mass communications Mass communications campaign evaluation tools and methods Legal, regulatory, ethical and socio-cultural considerations related to mass communications plans 	
Abilities		<ul style="list-style-type: none"> Support mass communications campaign execution Analyse data to support mass communications campaign development Conduct research to support mass communications 	<ul style="list-style-type: none"> Execute mass communications campaigns Monitor campaign performance and effectiveness in accordance with performance measures to further refine action plans 	<ul style="list-style-type: none"> Develop mass communications plans and campaigns Develop detailed mass communications plans Manage teams to execute mass communications campaigns or programmes 	<ul style="list-style-type: none"> Identify mass communications needs to maintain and enhance product images and positioning Develop mass communications strategies in consultation with relevant stakeholders 	

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		<p>campaign development</p> <ul style="list-style-type: none"> Gather and document information for analysis and dissemination according to established mass communications strategies 	<ul style="list-style-type: none"> Assess mass communications strategies to evaluate effectiveness 		<ul style="list-style-type: none"> Oversee mass communications plans to meet mass communications needs Evaluate mass communications outcomes Propose follow-up actions 	
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